



A VISIT
TO
SEARS
ROEBUCK
and CO.



AN VISIT
TO
SEVENS
ROEBUCK
and CO

The
Winterthur
Library

2 4 7 0 1 1

A VISIT TO SEARS, ROEBUCK *and* CO.





Entrance to
Administration
Building



Administration Building
Where our Executive and General Offices are located

Mail Opening
Department
*where money is
received and counted*





Entry Department

Where your orders are entered on tickets for the Merchandise Departments



Filing Department

Where your orders and letters are filed for reference

Card Index Files

*Where the names and addresses
of our customers are recorded*



Correspondence Department

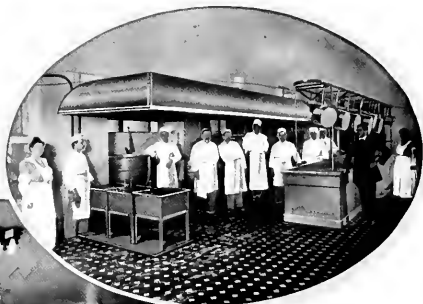


Traffic Department





The Lunch Room



The Kitchen



Main
Dining Room



The Cafeteria

Counters in Cafeteria
*at which 3300 are served
each noon*



Merchandise Building

*1223 feet long,
310 feet wide, nine
stories high. Height
of tower 225 feet*





House Sales Department
Where we welcome our visitors



Reception Room and
Stairway

The Pergola Style
Porch

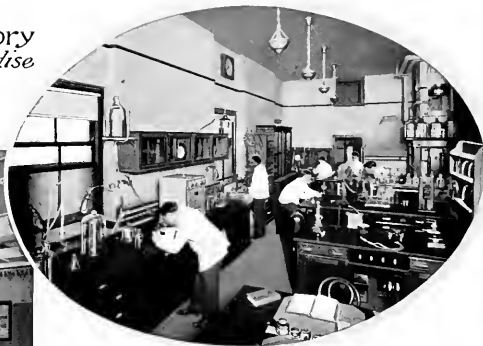
Views from the Mill
Work and Building
Material Department
*Where a modern bungalow is
erected from materials supplied
by this department*





Interior Views *of the modern bungalow in our* Mill Work and Building Material Department

Chemical Laboratory
for testing Merchandise



Our Public
Library Station

Cutting Room
Men's Ready-to-wear
Clothing Department



An Aisle in the
Baby Merchandise
Department





Our Wall Paper Mill. *Capacity*
45,000 16-yard rolls per day



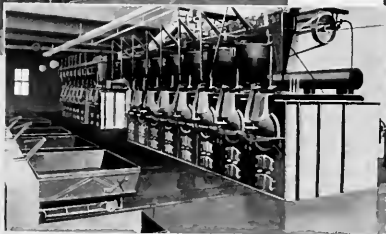
The Grocery
Building,
*constructed of steel
ribbed concrete.
Seven acres of floor
space*



Grocery Stockrooms from which the orders are filled. All goods are in airtight packages—no open stock



Views from our Grocery
Building *The cereal weighing
machines, coffee roasting
machines and packing sugar
sacks in cartons*



A VISIT TO SEARS ROEBUCK and CO.



ARRIVING in Chicago we find the Sears-Roebuck plant is easy to reach, having our choice of several routes.

Boarding a Garfield Park Train on the Metropolitan Elevated Railroad we wind our way westward through the business and manufacturing sections of the city. Emerging presently into the brighter and quieter residence section, a group of large buildings with a tower in their midst, looms up to the west. "St. Louis Avenue; Sears, Roebuck and Co.," calls the conductor, and we get the impression that it must be a town in itself. We have made no mistake, for a walk of three blocks brings into full view a half mile of great buildings with beautiful gardens, athletic fields, tennis courts and baseball

diamonds in the foreground, and covering an area large enough to provide working quarters and recreation for many thousands.

We enter the doorway under the tower and, in company with many other visitors from all parts of the country, are assigned a guide. Up we go more than 200 feet in the tower elevator and take an aeroplane view from the tower balcony. Here we get a splendid view of Chicago, stretching as far as the eye can see in all directions, while below us lies a panorama of the entire Chicago plant of Sears Roebuck and Co., occupying 50 acres of ground and stretched along both sides of the Baltimore and Ohio, Chicago Terminal Railroad tracks. It comprises seven large buildings with a total floor space of 75 acres.

Here we see that ample railway switching facilities have been provided for all the buildings, insuring the greatest facility and economy in the handling of merchandise.

Immediately below us is the greatest of all the structures, the Merchandise Building, including the Grocery Annex; in all, 1,223 feet long, 310 feet wide and nine stories high for 900 feet of its length. This tremendous building houses all the merchandise departments and at this moment there is probably a ton to twelve million dollar stock of merchandise under its roof.

In the group of buildings below us are the two-story Administration Building, 436 feet long by 145 feet wide; a four-story L-shaped Printing Building, 374 feet long by 78 to 86 feet wide; the Power House; the Wall Paper Mill with a capacity of over 45,000 sixteen-yard rolls of wall paper a day; the Paint Factory with a yearly capacity of 1,200,000 gallons of paint; and a Tent and Box Factory. At the northeast corner of the grounds stands the Sears-Roebuck Department of the Y. M. C. A. where many of the employes are enrolled as members.

To the north of the buildings lies a strip of land one block wide and half a mile long, which has been laid out for the benefit of the employes. In front of the Administration Building is a beautiful sunken garden with flowers, shrubbery and trees artistically arranged and labeled with their common and botanical names. In the center of the garden is a vine-clad pergola with a lily and lily pond in the foreground. The remainder of the grounds is devoted to athletic fields, including baseball diamonds and tennis courts. Annual field meets are held, at which the championship in all the different sports is contested in the presence of the officers and managers of the company by the many teams organized among the employes. More than 22,000 people attended the Field Meet of September 5, 1914.

While we are looking down in amazement at the greatness of the institution spread out before us, the guide starts us

with the information that this is by no means all of the plant, for a large number of factories are located elsewhere in the country. In addition to the paint, wall paper and tent factories here, Sears, Roebuck and Co. operate in the New England States six shoe factories with a daily output of 24,000 pairs of shoes; a stove foundry in Ohio with a yearly output of 180,000 stoves; a vehicle factory in Indiana with a yearly output of 70,000 buggies; mill work factory in Iowa; and cream separator factory in New York; sawmills and lumber yards in Illinois and Louisiana; the Bradley Agricultural Implement factory in Illinois; a plumbing factory in Wisconsin; a gasoline engine factory in Michigan; a wire fencing factory in Indiana; a fireproof safe factory in Ohio; a gun factory in Connecticut; a camera factory in Minnesota and other minor factories in Chicago and elsewhere.

They also operate a complete branch store for the Northwest and Pacific Coast States at Seattle, Wash., and another for Texas and Oklahoma at Dallas, Texas, besides shipping many of the heavier freight items from warehouses in a dozen different states throughout the country. There are also offices in New York and Boston, and Berlin, Germany.

We are now wondering how many people are employed in this vast enterprise and find there is an army of 10,000 men and women working in the buildings within our view and another army of 15,000 in the factories and branches elsewhere. Taking into consideration the families depending on the employes for support, Sears, Roebuck and Co. daily provide for a large city.

We now descend from the tower filled with expectation for our trip through the building. Entering one of the merchandise departments we begin to realize what tremendous stocks the building contains. There are many miles of aisles lined with merchandise of all kinds—dry goods, men's, women's and

children's clothing, shoes, hosiery, underwear, groceries, home furnishings, furniture, rugs, carpets, sporting goods, hardware, building material and machinery. We find it would take a week to visit all departments, so we will select the most interesting of all the interesting things to see.

A look into a few of the departments shows us the difference between the mail order store and the ordinary retail store. Counters give place to rows of shelves and bins filled ceiling high with merchandise in packages, according to the way it is quoted in the catalog; tickets take the place of customers, and silently and rapidly the clerks are filling the orders; no time is wasted in selecting the merchandise for all of that has been done at the customer's leisure from the catalog at home. The order simply reads so much of this and so much of that; the stock is all ready and the clerk does the rest, filling scores of orders at one trip through the department. These are conveyed to a gravity chute through which they are quickly dispatched to the Shipping Department on a lower floor. One clerk thus waits on hundreds of customers a day, which would be impossible in the ordinary store where the customer appears in person. Here we see one of the reasons why shopping by mail is so popular. It is wonderfully economical, while at the same time the customer does the shopping at his leisure in his own home.

A visitor asks how all the correspondence and orders are conveyed to the merchandise departments. "Chug-chug," answers a pneumatic tube station near by, dropping into a basket a 4 x 12-inch cartridge containing a roll of correspondence. All the departments of the institution, though widely separated, are connected by a pneumatic tube system controlled from a central plant in the basement of the Merchandise Building, where an immense fan provides the tremendous suction required for the 15 miles of tubing.

Let us visit the Clothing Department. Here we see thousands

of bolts of cloth piled up. There is constantly on hand a stock of about a half million yards or nearly 300 miles of cloth 54 inches wide. All this cloth is bought direct from the weavers at manufacturers' prices and the products of nearly all the best known mills in the United States and Europe are represented. This is all inspected by expert examiners and then shrunk in large steam shrinking machines. Scores of cutters are at work laying the cloth out on long tables, marking it off into suits or overcoats and pushing razor sharp electric power knives through it, cutting from ten to thirty thicknesses of cloth at one time, and cutting out a dozen suits in much less time than one could be cut out with shears. Here we see economy at its best and get another glimpse at the reason for the rapid growth of the business.

We will now visit the Shipping Department, a place of unusual interest, for into it sixty merchandise departments are constantly pouring a stream of all kinds of goods, all of which must be assembled into complete orders, packed and shipped. An army of 1,200 billers, checkers, weighers, packers and freight handlers is busy every minute getting the packages ready for shipment. Here the customer's shoes, overcoat, underwear, saw and set of harness must be gathered together into one shipment. The department is divided into freight, express and parcel post sections and into each section the spiral gravity chutes, tapping all the merchandise departments above, are pouring their thousands of baskets laden with all kinds of merchandise. There goes a basket of enameled ware from the Hardware Department, another of men's clothing, another of silk, another of children's stockings, another of shoes. They chase one another down the chutes as if they enjoyed the sport. The procession is endless—45,000 complete orders are assembled here each day from the thousands upon thousands of baskets coming down the chutes. They are packed, weighed

and placed on belt conveyors and away they go to the freight sheds or to the express or mail wagons waiting.

Adjoining this beehive of activity is an immense glass covered freight shed large enough to admit forty freight cars for loading at one time. Every railroad centering in Chicago is represented by cars in this shed. The cars are hauled out on schedule time and the merchandise is distributed by the railroads to all their different branches running out of Chicago; while some of the cars are hauled to large cities, hundreds of miles away, where the goods are distributed to other branches for the more distant points. From sixty to seventy-five freight cars are loaded and hauled out of this shed every day and the parcel post and express shipping divisions also load forty automobile trucks a day, the equivalent of eighty wagon loads stacked high. In addition to this there are 3,000 shipments every day from factories and warehouses throughout the country and 10,000 shipments every day from the branches in Dallas, Texas, and Seattle, Wash.

The company also has switching facilities at the south side of the Merchandise Building for forty cars at one time for incoming freight. Shipping facilities both in and out of the plant are so complete that an immense economy is effected. About 125 cars, incoming and outgoing freight combined, are unloaded and loaded in our yards each day.

From the Shipping Department we enter the Grocery Annex, which is a big institution in itself, occupying 7 acres of floor space, shipping more than 3,000 carloads of groceries a year and requiring special shipping facilities of its own. It is a six-story building of solid steel ribbed concrete, fireproof, weatherproof, vibration proof and vermin proof. Perfected modern heating and cooling plants give complete temperature control, suitable to the various food products; while a modern ventilating system does away with any possibility of the

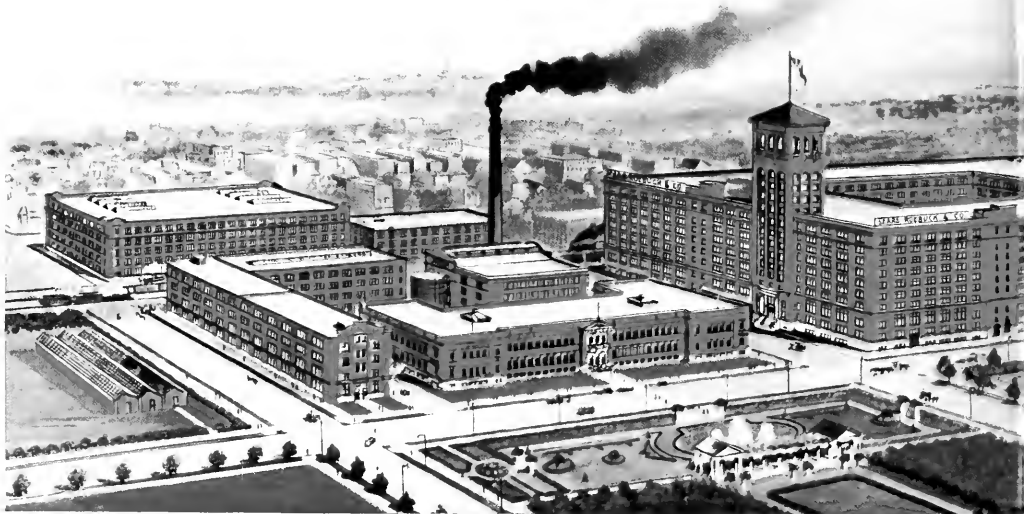
contamination of any food product by the odor of another.

The basement is specially arranged for storing provisions, meats, dairy products, pickled goods, honey, syrups, bottled goods and certain dried fruits. Separate rooms are provided for the various provisions, and the proper temperature, even in the hottest weather, is maintained for these perishable goods by an elaborate cooling system controlled from a large central plant. In this cooling plant brine is reduced to any desired temperature by the evaporation of ammonia and forced through an elaborate system of piping, so arranged that the temperature of each room may be controlled independently of the other rooms.

The fish section is constantly receiving fresh shipments from the great markets of the world—from the Grand Banks of Newfoundland, Iceland, Ireland, Holland and Norway, as well as the great lakes. Our meat stock is replenished daily from the great packing houses of Chicago, the aim being to maintain a stock large enough to meet the needs of each day. The system calls for the constant movement of these goods according to schedule time, there being no such thing as an accumulation of old stock. To give you an idea of the volume of business, these provision rooms ship every year enough pickles to supply 25,000 Sunday School picnics and this is only one of the smaller items of this vast provision business.

Going up to the main floor we reach the kitchen and laundry supply division furnishing the soap, starch, bluing and other necessities for thousands upon thousands of weekly washings. There are such stocks as 20,000 boxes of laundry soap, 30, 50 and 100 bars to the box; 7,000 boxes of starch, 6 to 12 pounds to the box, and other supplies in proportion.

A particularly interesting feature of the top floor of the Grocery Building is the coffee room with its modern roasting plant. Shipments of green coffee are constantly coming in





*General View
Sears, Roebuck
and Co. Chicago.
Ground area 50 acres
Floor space in
Buildings 75 acres*

from the great plantations of Brazil and other South American countries, Mexico, Central America, Jamaica, Dutch East Indies, Arabia, Africa and other coffee producing countries. There is constantly a stock of green coffee on this floor, varying from fifteen to forty carloads. The different blends are produced by a mixing machine in which the proper proportions of the different coffee beans are poured from the bags into a revolving cylinder and from this cylinder they are automatically elevated to the hoppers of milling machines which remove all dead coffee beans and foreign substances by air suction corresponding to the process of a fanning mill for wheat. The green coffee is then automatically conveyed to the roasters. To get a good idea of one of these coffee roasters you can imagine a revolving peanut roaster, which may be seen on the streets of our larger cities, enlarged sufficiently to hold 250 pounds of coffee beans and mounted on a furnace. These huge cylinders are constantly revolving over a hard coal fire. At the proper time the contents are poured into a cooling tray where it is rapidly cooled by the suction of cold air through it. Thus the roasting process can be promptly stopped at just the proper point. The coffee is then poured into hoppers mounted on small cars which are conveyed along a little railway to the various openings of chutes through which they are poured into large storage bins on the floors below which feed the automatic coffee machines on a lower floor. This model plant has the capacity for roasting 40,000 pounds of coffee every working day.

On the fifth floor an acre of floor space is covered to the height of 10 feet with canned fruits and vegetables. On the fourth floor is one of the greatest granaries of all times, stocked with cereals enough to supply several million breakfasts. An acre of floor space is stocked to the ceiling with bags of oatmeal, rice, barley, rolled wheat, corn meal, lentils, beans, tapioca, hominy, millet, pepper, and a variety of seeds used for season-

ing. This tremendous stock moves into the order filling rooms in order as it comes into the building, thus insuring the customers receiving the latest pack of the producer.

In the process of repacking cereals they are poured into large hoppers in the stock rooms; each of these hoppers is connected by a chute with an automatic weighing machine on the floor below. These machines are set to weight and deliver any desired quantity, and as fast as the packages or cartons are filled, the operators pass them along to the wrapping clerks who double wrap and seal them. There is an acre of floor space devoted to the industry of repacking bulk groceries into packages according to the listing in the catalog. Most of this is accomplished with the help of the automatic weighing machines, but such goods as chocolate, cocoa, candy, baking powder, dried fruits, and many other grocery necessities, are weighed with special counter scales. The idea prevailing throughout the repacking process is the elimination of the touch of human hands. In the ninety days preceding Christmas more than 500 tons of candy and nuts are packed and shipped from this floor.

The double wrapped packages are conveyed to stock rooms from which the orders are filled and there placed in bins. There is absolutely no open stock, no foodstuffs exposed to the air; in fact, none of the foodstuffs at any stage of their handling are exposed to the air more than a few minutes. The large, cool, well ventilated stock rooms are models of cleanliness. The vacuum cleaner method is used throughout, keeping the air clear from dust, and as the packages in the bins are airtight, you can realize that sanitary handling reaches perfection here. When in your home you open a shipment of groceries from this department, the members of your family can feel assured they are the first to touch the food since the producer placed it in the original package.

While we have been mainly following the movement of merchandise on the way to the customer, there is an interesting feature in the incoming freight, for all this great volume of merchandise must be checked and examined for quantity and quality before it is placed in stock. A large department in the tower is devoted to a chemical laboratory in charge of an expert of wide experience, with a corps of assistants all well trained in this important work. This department tests foodstuffs, fabrics, chemicals and metals to ascertain the contents or the strength, and according to their reports the merchandise is either accepted or rejected. For this purpose the laboratory is provided with every modern equipment, some of which is exceedingly expensive, for they are called upon to make rigid tests of every kind.

As we are about to leave the Merchandise Building we observe there is a room off the tower vestibule devoted to a library for the employes. It comprises 3,000 volumes, part of which are loaned by the Chicago Public Library, and through this department the employes may also secure any book from the Chicago Public Library within twenty-four hours. The circulation is the largest of any commercial library in the city of Chicago, averaging 200 books and forty periodicals a day, about 40 per cent of which are on educational and vocational subjects, such as business letter writing, history, trade efficiency, advertising literature, the sciences and arts.

Tracing to its source the stream of orders we have seen flowing through the plant, we are led to the Administration Building, a splendidly lighted, fireproof structure, housing the executive, banking, auditing, mail opening, entry, bookkeeping, correspondence and traffic departments and containing the card index records of all the customers. From 1,000 to 1,500 pounds of mail, comprising 60,000 to 90,000 letters, are received every day. When the mail bags are opened, a clerk

runs the letters through a machine which stamps the date and hour of receipt on each envelope at the rate of 500 a minute. A clever little machine is then used for opening the letters—a clerk takes a bunch of 100 or more, evens them up on the edges, places them over a slot in a desk, presses down slightly and “buzz-buzz” goes a sandpaper faced disc. In the twinkling of an eye the edges are rubbed off. The letters are then passed to the mail opening clerks who rapidly dispose of their contents, counting the money, passing the orders along the Entry Department and the inquiries to the Correspondence Department. On an average about 45,000 of the letters received each day prove to be orders. The Banking Department checks the count of the money and in this department there was counted more than \$91,000,000.00 in 1912. The Entry Department is located in one of the largest office rooms in the world, occupied by 500 young women all operating typewriter billing machines. The orders are analyzed and tickets written for each merchandise department represented on the order, so that all parts of the customer's order may be filled at the same time in the different departments and assembled in the shipping room, as we formerly observed. These tickets are then routed, each order is scheduled to be put aboard the cars, express or mail wagons at a certain time. This means a schedule of time for each department through which the order travels until it reaches the Shipping Department and the schedule must be rigidly maintained, thus accounting for the prompt service in filling orders.

The basement of the building is equipped as a restaurant. There are cafeterias where employes wait upon themselves and thus secure their meals at a nominal sum, or where they may eat their own lunches and obtain a cup of coffee or a bowl of soup. There are also lunch counters, dining rooms and grill rooms where the regular service is secured. A model kitchen

is maintained, open for inspection at all times. In connection there is a splendid refrigerator controlled from the central plant before described, which keeps all the foodstuffs in perfect condition for service on the tables. About 4,000 meals are served in these rooms each day.

Let us visit the Printing Building to see how the catalog is made. Here we discover that catalog making is going on every day in the year. No sooner is one edition ready for the presses than copy is being prepared for the next edition. The merchandise departments are preparing months in advance for the new catalog. On the top floor of the building are large and splendidly lighted rooms for the editors, compositors and proofreaders. About 150 compositors, linotype machine operators and proofreaders are engaged in setting up the type and making up the pages. As quickly as the type forms are closed they are dispatched to the electrotype foundry on the floor below, which is one of the finest equipped plants of its kind in the country, producing plates of exceptional durability to stand the long runs on the presses required for the catalog. The plates are dispatched on schedule time to the ground floor where there is one of the largest private press rooms in the country, surpassed only by the press rooms of two of the largest publishing houses in the world. There are seven mammoth rotary presses, each with a capacity of 6,000 ninety-six page sections of the catalog per hour and sixteen smaller presses with a capacity of 6,000 thirty-two page sections per hour, making a total hourly capacity of more than 7,000,000 catalog pages. In addition to this equipment there are two four-color process printing presses of the latest design printing four different colors at one time for reproducing the merchandise in actual colors, and a job press room with twenty presses for producing the letterheads, order blanks and other stationery used throughout the plant.

These press rooms use 15,000 tons of paper a year—more than three carloads every working day. If the paper used in one year for the Big Catalog and the Special Sale Books alone were unrolled from the rolls, it would make a band 46 inches wide stretching 150,000 miles. These press rooms also require $2\frac{1}{4}$ tons of ink a day.

The various sections of the catalog printed in the press room are conveyed to the bindery division on the floor above, where most ingenious gathering machines of the latest design gather the different sections into one complete catalog. The catalog bodies are then passed through a binding machine which attaches the cover and they are then conveyed to trimming machines which trim the three edges. Each machine has a capacity for trimming 20,000 catalogs a day. The trimmings alone amount to 1,800 tons a year and they are conveyed from the machines by blowers which shoot them into a packing plant on the railroad side of the building where they are baled by machinery and sold as a by-product. Nothing is wasted. From this trimming machine the catalogs ride on a belt conveyor to the mailing division where they are wrapped, stamped, routed by clerks from the Chicago post office right in the plant, and put into sacks and hauled to the mail cars direct, thus avoiding the time that would otherwise be necessary to have them go through the Chicago post office.

To get an idea of the tremendous output of the Printing Building, the yearly product in Big Catalogs alone, if the catalogs were placed end to end, would stretch 900 miles; or if placed one on top of the other, they would make a pile more than 150 miles high; while one issue of the Semi-Annual Sale Books makes more than 300 wagon loads of mail sacks. More than 36,000,000 Big Catalogs, Special Sale Books and Special Catalogs of all kinds were mailed from this building in 1912.

We are anxious to know where all the power to run this vast plant comes from, and are conducted to the Power House, where we find one of the most modern plants in existence. The engine room walls are lined with white enameled brick, while the floor is all tile, presenting a room as clean as a model kitchen. Four large direct connected electric generators with a capacity of 4,000-horse power are delivering the tremendous energy required for all elevators and machinery throughout the institution. An immense switchboard covers a large section of one wall and is filled with switches for turning on and off the current from the numerous departments and machines throughout the plant, with meters that register the current flow. Here is a great battery of air and water pumping engines which supply the air compressors and operate the fire apparatus and water supply throughout the plant, producing an additional 750-horse power. Adjoining this splendid engine room is a boiler room equipped with the latest self-feeding chain grates. The coal is brought in chutes from the bunkers above and fed under the fires automatically. Connected with the Power House is a large water cooling and refrigerating plant which cools all the drinking water throughout the institution and controls the cooling system of the various provision rooms in the Grocery Building two blocks away, as explained in our trip through the Grocery Building. All the departments are provided with sanitary drinking fountains.

To protect the great plant from fire, the firm employs a Fire Marshal, not so much to put out fires as to prevent them. His regulations are strictly enforced throughout the institution. There is a regular fire station on the premises provided with hose carts and chemical engines. Every floor of all the buildings is provided with a complete sprinkler system designed to put out any ordinary fire quickly. These are connected with

three storage tanks of 60,000 gallons each, located high up in the tower. There is an additional reserve storage tank near the Power House with a capacity of 250,000 gallons. In addition to this, there is enough power in the fire engine pumps in the Power House to throw a stream of water over the tower—225 feet high.

As we finish our trip and consider what we have seen, the natural question arising is: "How did they build up such a large and splendidly equipped institution?" Sears, Roebuck and Co. take this occasion to say that to their customers belongs the larger share of the credit for their success. They thank you for your liberal patronage and co-operation which has made their business what you see today, a monument to their economical methods of merchandising. Their part has consisted merely in making and selling merchandise that measures up to the standard of the guarantee printed in the Big Catalog. Here it is—

WE GUARANTEE

That each and every article in this catalog is exactly as described and illustrated.

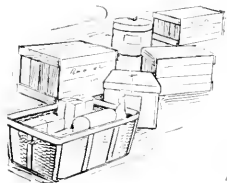
We guarantee that any article purchased from us will satisfy you perfectly; that it will give the service you have a right to expect; that it represents full value for the price you pay.

If for any reason whatever you are dissatisfied with any article purchased from us, we expect you to return it to us at our expense.

We will then exchange it for exactly what you want, or will return your money, including any transportation charges you paid.



How Merchandise Reaches
the Packing Room from the
Upper Floors



A Row of Packers

Glass Covered
Freight Shed

*Where forty cars
may be loaded
at one time*



Our Railroad Yards
*for in-coming and out-
going freight. From 120
to 125 cars loads are
handled in these yards
each day*



Advertising and Printing Building
from where we mail more than twenty-six million catalogs of all kinds each year



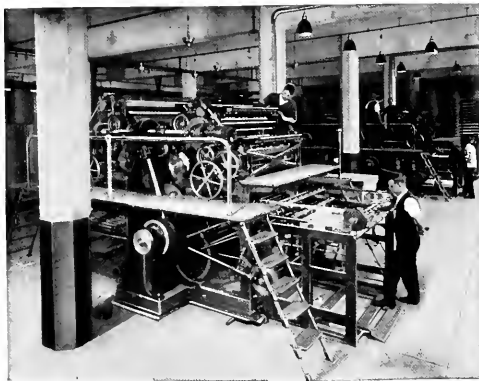
*A group of
Linotype
Machines*



*Composing Room
Where type for our big
catalog is assembled*



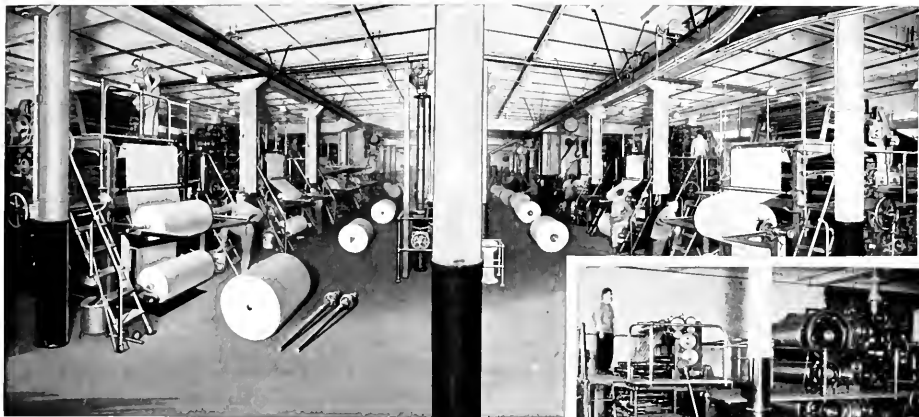
Art and Engraving Department



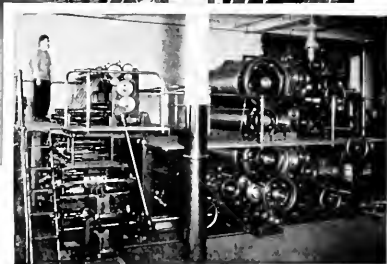
Our Great Colortype Presses
*for reproducing illustrations of
merchandise in actual colors*



Electrotype Foundry
*Where we make the plates from
which our catalogs are printed*

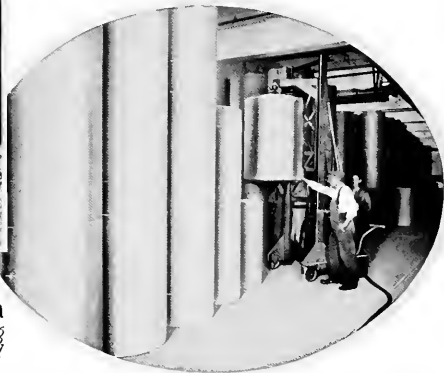


*Our large Press Room with
twenty-three rotary presses
where we print our Big Catalog*



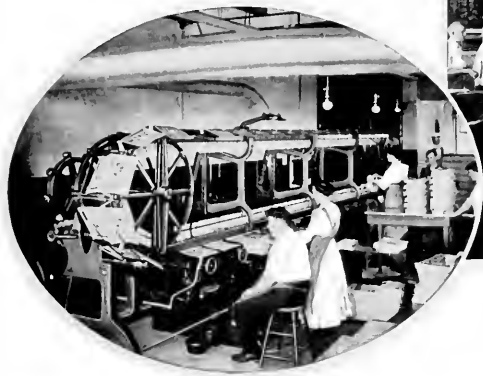


Job Printing Department

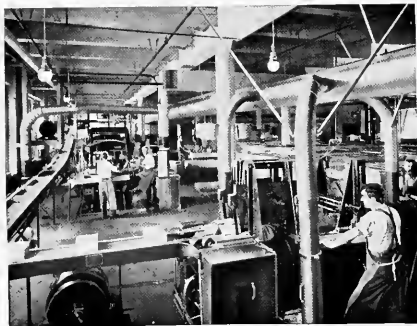


Corner of Stock Room
*Where we store paper for our big
catalog; Rolls weigh eight hundred
to eleven hundred pounds each*

One of the Catalog
Binding Machines

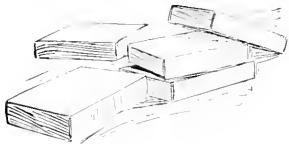


Gathering Machine
*for assembling the 32 page
sections into one complete catalog*



*Machines for Trimming
the big catalog and belt conveyor
carrying them direct to Mailing Department*

*Where Catalogs are received on belt
conveyor and Wrapped for Mailing*





Wrapping *and* Mailing
Advertising Matter

*Where our Semi Annual Sale
Bulletins and Pamphlets
are Bound*



Postoffice
*routing mail direct
to you from our
establishment*



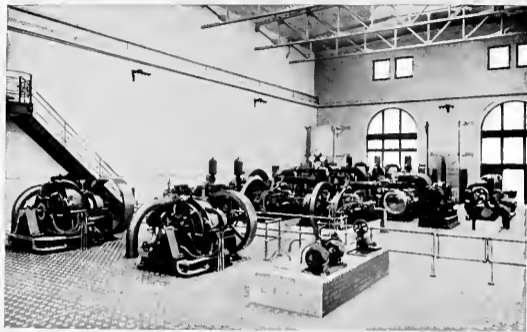
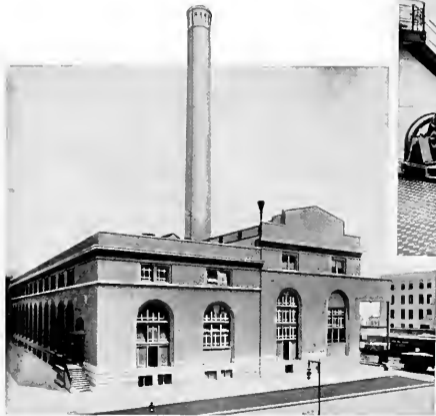
The Sunken Garden,
Lily Pond
and Pergola



Employes going home from work

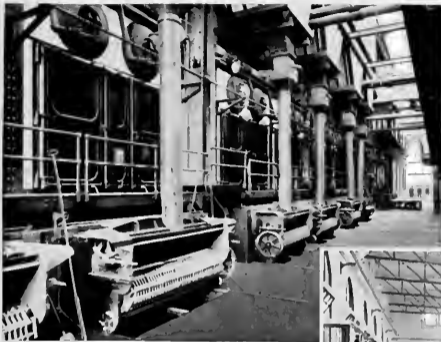


Trunk and
Tent Factory



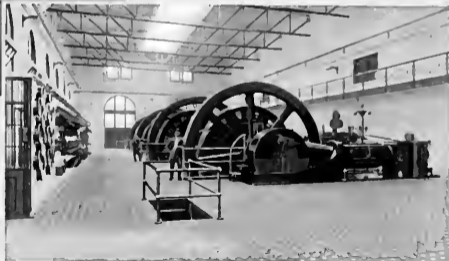
The Dynamos, Fire Pumps *and*
Air Compressors

Power House



Power House.
*Boilers equipped with
self feeding chain grates*

The Great
Electric Generators
*Combined capacity 4000
horse power*





Water Cooling Plant



*One of our sanitary
drinking fountains*



*Employees' Sales Department
Where our employees make their purchases*

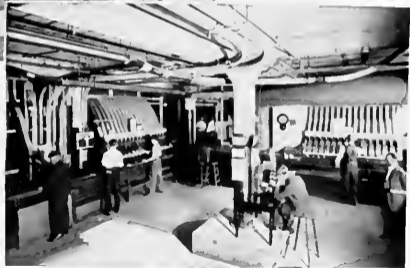


Employees' Fire
Brigade Drill



Fire Station
*for hose cart
and chemical
engine*

Station
Pneumatic
Tube System
*for transmitting
orders and letters
between all
departments*





Annual Field Meet
September 6th, 1913 *Attendance 20,000*



Tennis Courts
for our employes

Sears, Roebuck Department
of the Y.M.C.A.
adjoining our grounds





Light Baseball Teams
organized among our workers
Events at our
Annual Field Meet





SEARS, ROEBUCK AND CO.
CHICAGO.

